



**CELESTIAL SEASONINGS® SUPPORTS THE HEART TRUTH CAMPAIGN'S
RED DRESS COLLECTION 2006 AT OLYMPUS FASHION WEEK**
*Partnership Highlights Benefits of Tea Consumption in Helping Reduce
Risk of Cardiovascular Disease*

Celestial Seasonings, North America's specialty tea leader, is proud to continue its partnership with *The Heart Truth* campaign, a program of the National Heart, Lung, and Blood Institute (NHLBI) that aims to raise awareness and provide education about the risk of heart disease, the number one health threat to women today.

Celestial Seasonings continues its partnership with the campaign by co-sponsoring the Red Dress Collection 2006 Fashion Show on February 3 during New York's Olympus Fashion Week. The Red Dress Collection showcases celebrities modeling red dresses created by the fashion industry's top designers to promote the Red Dress—the national symbol for women and heart disease awareness and the centerpiece of *The Heart Truth* campaign.

Raising awareness and promoting understanding about heart disease among women is crucial. Today, one in three women dies of heart disease, making it the #1 killer of women. It affects more women than the next seven leading causes of death combined, including breast cancer. "Celestial Seasonings is concerned about heart health, and we are proud to support the Red Dress Collection on National Wear Red Day to build awareness among women about this important issue," said Cecilia Atkinson, General Manager of Celestial Seasonings. "Tea is a naturally healthy beverage, and we want women to know that drinking more tea can help promote heart health."

In October 2003, the USDA reported that men and women who drank black tea for three weeks reduced their total and low-density lipoprotein (LDL), or "bad" cholesterol, by an average of 7.5 percent. Researchers concluded that drinking black tea in combination with a healthy diet significantly reduces cholesterol and may reduce the risk of coronary heart disease.

To further raise awareness of heart disease, and to help women make good beverage choices, Celestial Seasonings introduces two new tea flavors. **Black Cherry Pomegranate** and **Vanilla Rose Decaf Black Teas** are both made with heart-healthy black tea and other all-natural ingredients that may positively affect heart health. The packaging features a Red Dress in the artwork and provides educational information about women's risk of heart disease. A portion of proceeds from the sale of these teas will be donated to WomenHeart: the National Coalition for Women with Heart Disease.

Often, all that's needed to improve heart health is a commitment to a healthier lifestyle: exercising regularly, maintaining a healthy weight, quitting smoking and eating a heart-healthy diet. Further, adding just two cups of tea provide as many flavonoids as a serving of fruits or vegetables. With over 90 all-natural, unique teas brimming with flavor, like Celestial Seasonings Original India Spice Chai Black Tea and Blueberry Breeze™ Green Tea, it's easy to indulge in a delicious beverage to support your heart health.

(more)

To learn more about *The Heart Truth* campaign, heart health and Celestial Seasonings sponsorship of the Red Dress Collection 2006, visit www.hearttruth.gov or www.celestialseasonings.com. Media may contact Lori Fromm at Burson-Marsteller via telephone at (312) 596-3522, or email at lori_fromm@chi.bm.com.

Celestial Seasonings

Celestial Seasonings, a brand of The Hain Celestial Group, creates delicious, all-natural specialty teas that offer a variety of extraordinary tea-drinking experiences. Each of our more than 90 flavors is expertly crafted using only the highest quality 100% natural herbs, teas, spices and fruits to produce fresh, delicious tea. For over 35 years we've blended unique and healthful herb, green, white, black, red, organic, chai and wellness teas, each adorned with beautiful imagery and inspiring words and designed to delight your palate, nourish your body and feed your mind and soul. For more information, visit www.celestialseasonings.com.

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings®, Terra Chips®, Garden of Eatin'®, Health Valley®, WestSoy®, Earth's Best®, Arrowhead Mills®, DeBoles®, Hain Pure Foods®, Raised Right™, Hollywood®, Walnut Acres Organic™, Imagine Foods®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Lima®, Biomarché™, Grains Noirs®, Natumi®, JASON® and Zia® Natural Skincare. For more information, visit www.hain-celestial.com.

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